In the claims:

1. (original) An internet protocol (IP) telephony system supporting an IP telephony session, the system comprising:

a calling end-point transmitting a request message for establishing a session with a called end-point;

a display coupled to the calling end-point for displaying information to a calling user;

a data store including information associated with the calling user; and

a routing device coupled to the data store and the calling end-point, the routing device receiving the request message and composing a response message having a message body, the message body being personalized based on information retrieved from the data store, the routing device transmitting the response message to the calling end-point for display of the message body to the calling user.

2. (original) The system of claim 1, wherein the message body includes instructions for the calling user.

3. (original) The system of claim 1, wherein the message body informs the calling user of an approximated waiting time prior to connection with the called end-point.

4. (original) The system of claim 1, wherein the message body is displayed to the calling user while awaiting connection with the called end-point.

5. (original) The system of claim 1, wherein the routing device is a session initiation protocol server located at a call center.

6. (original) The system of claim 1, wherein the information is user profile information.

7. (original) An internet protocol (IP) telephony system supporting a IP telephony session, the system comprising:

a calling end-point transmitting a request message for establishing a session with a called end-point;

a display coupled to the calling end-point for displaying information to a calling user;

a data store including promotional information; and

a routing device coupled to the data store and the calling end-point, the routing device receiving the request message and composing a response message having a message body, the message body including promotional information retrieved from the data store, the routing device transmitting the response message to the calling end-point for display of the message body to the calling user.

8. (original) The system of claim 7, wherein the message body further includes instructions for the calling user.

9. (original) The system of claim 7, wherein the message body further informs the calling user of an approximated waiting time for connection with the called end-point.

10. (original) The system of claim 7, wherein the message body is displayed to the calling user while awaiting connection with the called end-point.

11. (original) The system of claim 7, wherein the message body further includes personal data associated with the calling user.

12. (original) The system of claim 7, wherein the routing device is a session initiation protocol server located at a call center.

13. (original) The system of claim 7, wherein the promotional information is customized based on user profile information.

14. (original) An internet protocol (IP) telephony system supporting a session initiation protocol (SIP), the system comprising:

a calling end-point;

a called end-point;

a display coupled to the called end-point for displaying information to a called user;

a data store including information about a calling user; and

a routing device coupled to the data store for establishing a SIP session between the calling end-point and the called end-point, the routing device receiving a first SIP message from the calling end-point and composing a second SIP message having a message body, the message body including information about the calling user retrieved from the data store, the routing device transmitting the second SIP message to the called end-point for display of the information to the called user.

15. (original) The system of claim 14, wherein the information includes user profile information.

16. (original) The system of claim 14, wherein the routing device is a SIP server located at a call center.

17. (original) The system of claim 14, wherein the called user is a call center agent.

18. (original) A method for establishing an internet protocol telephony session between a calling end-point and a called end-point, the method comprising:

transmitting a request message for establishing a session with the called end-point;

retrieving information of a calling user from a data store;

composing a message in response to the request message, the composed message being personalized based on the retrieved information;

including the composed message in a body of a response message;

transmitting the response message to the calling end-point; and

displaying to the calling user the message included in the body of the response message.

19. (original) The method of claim 18, wherein the message includes instructions for the calling user.

20. (original) The method of claim 18, wherein the message informs the calling user an approximated waiting time for connection with the called end-point.

21. (original) The method of claim 18, wherein the message is displayed to the calling user while awaiting connection with the called end-point.

22. (original) The method of claim 18, wherein the information is user profile information.

23. (original) A method for establishing an internet protocol telephony session between a calling end-point and a called end-point, the method comprising:

transmitting a request message for establishing a session with the called end-point;

composing a message including promotional information in response to the request message;

including the composed message in a body of a response message;

transmitting the response message to the calling end-point; and

displaying to a calling user the message included in the body of the response message.

24. (original) The method of claim 23, wherein the message further includes instructions for the calling user.

25. (original) The method of claim 23, wherein the message further informs the calling user an approximated waiting time for connection with the called end-point.

26. (original) The method of claim 23, wherein the message is displayed to the calling user while awaiting connection with the called end-point.

27. (original) The method of claim 23, wherein the message further includes personal data associated with the calling user.

28. (original) The method of claim 23, wherein the promotional information is customized based on user profile information.

29. (original) A method for establishing a session initiation protocol (SIP) session between a calling end-point and a called end-point, the method comprising:

transmitting a first SIP message for establishing the SIP session with the called end-point;

retrieving information of a calling user from a data store;

composing a message including at least a portion of the retrieved information in response to the request SIP message;

including the composed message in a body of a second SIP message;

transmitting the second SIP message to the called end-point; and

displaying to a called user the message included in the body of the second SIP message.

30. (original) The method of claim 29, wherein the information includes user profile information.

31. (original) The method of claim 29, wherein the called user is a all center agent.